



**rodmell &
company**

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INTERMEDIATE DESIGNER

BRAND ESSENCE

Ownership.

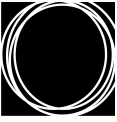
PERSONA NARRATIVE

You start each day itching to develop creative concepts and build on strategic ideas, not trends. You're talented, can take feedback and always willing to learn from the creative expertise and experience around you. You have a solid portfolio of design equally weighted in digital and physical graphic design solutions – with a foundational understanding of either Branding, Packaging or Environmental graphics. You value collaboration, not superstardom. You would rather talk face-to-face, but have no problem following an instruction list when needed. You keep things casual and creative, and as an intermediate designer you hit the ground running with your positive attitude. You play nice, work hard, and design sensibility is something you just can't turn off.

JOB SUMMARY

Reporting to the Creative Director, you will adopt a razor-sharp focus on producing high quality work for our clients. You will prep, develop, design, accept feedback, revise your own work and be a second set of eyes for your fellow designers. You can develop design solutions across multiple mediums and have a deep passion for all things retail. Whether you're building high quality digital, designing impactful packaging or creating immersive instore environmental graphics – you're a born collaborator, you're supportive, efficient and a self-starter, and you never mind stepping into a project mid-stream, owning the critical tasks assigned.

THE RETAIL AGENCY.



RESPONSIBILITIES

- Leadership opportunities, and development of on-brand, high quality, creative ideas and solutions for a variety of retail design projects (e.g. Branding, Environmental Graphics, Wayfinding, U.I. Interactive Marketing and Packaging, etc.).
- Plan concepts by reviewing appropriate information and materials
- Contribute to multiple projects simultaneously, with the ability to pivot as required, in a fast paced and demanding studio environment
- Client engagement opportunities
- Present design solutions throughout all stages of work
- Collaborate on multidisciplinary teams to bring on-brand concepts to life which target desired customers
- Obtain approval of concept by submitting WIP work with enough time to receive and implement creative direction
- Refine and revise design based on feedback, with exceptional attention to detail
- Develop an area of expertise in one or more of the following areas:
 - Branding, Packaging, Environmental, Motion graphics, UX or UI



SKILLS AND EXPERIENCE

- 3-5 years' experience in a related creative field and a passion for retail design
- A University or College education in Graphic Design, Visual Communications, Advertising Art or other related course, or equivalent experience
- A positive personality and attitude suited to an intense, dynamic, fun, open-concept work environment
- A self-starter who can plan, organize and prioritize with minimal supervision
- Ability to quickly understand and use internal systems and software
- Ability to see projects through from concept to production with a high attention to detail
- Ability to meet multiple deadlines in a high-pressure environment
- Motivation to maintain and improve design standards
- Willingness to accept feedback and use it to improve self and others.
- Effective research abilities fueled by curiosity
- Great time management, organizational, communication and problem-solving skills that support the rest of the team
- Demonstrate an interest in and awareness of trends and best practices related to retail design
- Finely tuned interpersonal and written communication skills
- An expert of specific Adobe CC programs:
 - Illustrator, InDesign and Photoshop
- Technically proficient in other Adobe CC programs:
 - After Effects and Premiere Pro
- Working knowledge of motion graphics, video editing and web coding
- Technically proficient in Microsoft Outlook, PowerPoint, Word and Excel
- Proficiency with project/task management systems such Wrike or Microsoft Planner (or similar)
- Willingness to learn new programs and methodologies as required